

JKD

PLAIN TALKS

VOL. 15 MAY 1937 NO. 4



Lee Hyatt, Pt. Arthur, needs only one bait to catch a string of fish



Margaret Parish, Beaumont, vacations in West Texas



Joe Stallcup, Jim Cates, Cookie Lee, Leroy Hardy, Duke Andrews - Huntsville, show musical ability.



Womens' Committee picnic - Caplen - May 27.

Bill Earthman, Navasota, proud possessor of new hair after recent treatment.



Agnes Jameson, Navasota looks forward to Florida vacation



Beaumont Engineering Dept. Holds Horse-Shoe Pitching Tournament

JACK G.

Conroe "high" students lucky



With another school year drawing to a close, this story about the lucky kids of Conroe High School is particularly timely. They're going to be glad that school is out. Naturally. They're going to shed no tears as they forget readin', writin' and 'rithmetic for three care-free months. You bet they won't. The point of this story about these Conroe kids is not that vacation time is here. All school kids are lucky in that respect. The point is that the Conroe kids are lucky when they are IN school—their particular school.

This high school, the David Crockett, is the only public school in the state, according to our Conroe correspondent, that has lighting throughout up to I. E. S. specifications.

And it's air-conditioned, too, which is a mighty fine thing and while not as

important as proper lighting, is certainly desirable.

Listed along with other modern equipment is the loud speaker system which permits the superintendent, Mr. H. N. Anderson to address all rooms at the same time.

Proper lighting, particularly, is sorely needed in many so called modern school buildings in our territory. No doubt many children, some sons and daughters of employees of our company, are straining their eyes under poor lighting conditions and suffering permanent injury. The time can't come too soon when those responsible for conditions realize the full importance of "light that's right" and raise the standard of school room illumination to the proper level.

wild waves said "swell"

And so did employees of Beaumont and nearby towns department heads and their families who were guests at the annual Women's Committee picnic at the beach home of W. E. Orgain in Caplen on May 27.

The water was fine, the food grand, and a good time was had by all, ac-

ording to reports. Many remained to enjoy games and moonlight swimming. A delicious meal of cold baked ham, potato salad and all the trimmings was prepared by home economists Mayme Voyles, Docia Moore, and Lola Martin.

Arrangements for the picnic were under the supervision of Eliza Bryan, Chairman of the organization. She was assisted by a transportation committee composed of Muriel Lamkin, Fern Nantz and Annette Tillery.



Carra Williams
Editor

treasury department news

COLLECTIONS

Carra Williams and Margaret Parish are taking West Texas by storm this week, and are riding wild broncos, too, we hear. At any rate, we should be able to tell when they get back.

BILLING

We knew that Bernice Sterling was going to take a vacation, but we didn't know that she was going to take a husband, too. We regret the loss of Bernice, but wish her every success in her new venture. Happy Burch is the lucky man.

The Billing Department has had more than its share of sickness with two appendicitis operations recently. Helene Heller has been back with us about three weeks and Dorothy White is expected to return next week. Virginia Van Riper is still relieving in that department and Mavis Saxon is temporarily employed at present.

BOOKKEEPING

Joe Stallcup has been transferred from this office to Huntsville, where he replaces Bradley McMaster, Dennie Taylor replaces Joe, Ray Pace replaces Dennie, and to take it further gets us back into the Accounting Department, and it's too long a story.

Joe Talbot is the new A. R. C. night clerk. Harold Carver is going to relieve during vacations in the bookkeeping department and small towns. Harry expects to have a new employee to introduce in next month's issue.

ACCOUNTING AND THIRD FLOOR

The Accounting Department is experiencing a complete turnover, and it seems that everybody is taking everybody else's place. Bill Buckley and Lyndon Futch have taken offices on the second floor, and we are going to miss them. Thomas Brumfield is a new em-

MAY PLAIN TALKS

new home "ec"



Art Director Gammage eased out to Mary Lena Nall's "model" kitchen with his candid camera recently, caught this picture of Miss Nall and Mrs. Ruby Nelson, new H. E. of the Navasota division, hard at work. Mrs. Nelson hails from Huntsville, was in Beaumont for several weeks learning why the electric way is the better way.

ployee in the payroll department. We are happy to number among our new arrivals J. R. McCann, formerly Assistant Treasurer to the Louisiana Division, and Jack Chatelain, who has been working in the Lake Charles Branch. The Accounting Department also expects to have a new employee to introduce next month.

Charlyne Wheeler has returned from a cruise and tells some pretty tall stories (with apologies) about New York Skyscrapers, with the understanding, however, that we can take 'em or leave 'em. Eddie Bode is vacationing this week in San Antonio and Kerrville. Jack Himel took one week of his vacation which he spent at home.

Everybody has almost gotten over the Golf Tournament and Banquet, and are back in harness again. Jimmie Linnehan picked the better players, it seems, and this makes the second consecutive time to win the cup which doesn't speak so well for Mr. DeBouy. We think possibly its because he pays more attention to "Forms" than "Form", anyway, better luck next time. The banquet, everybody agrees, was a howling success and we were more or less

(Continued on page 10)

Pelican State news



John Mattingly
Editor

LOUISIANA: "When I was up in Navasota" probably will be "When I was down in Lake Charles" now that Joe Johansen has been transferred to Port Arthur. We really miss Joe, and its rumored there is a certain young maiden who would like to be transferred to Port Arthur also. . . . Lee Bordelon recently joined the sales department at Lafayette, as J. K. Powell's assistant in delivering and servicing appliances. . . . Mr. and Mrs. Frank Fox announce the arrival of a son, Herbert Jackson, on April 26. . . . Mr. and Mrs. R. M. Craig announce the arrival of a son, Walker Rogers, on May 8. . . . W. A. Thomson, Lake Charles Load Dispatcher was transferred to Beaumont, and E. W. Mixon was transferred from Navasota to Lake Charles to replace Mr. Thomson. . . . Miss Lillieon M. Stone has joined the organization at Sulphur, to replace Lucille Simmons who resigned on May 15. . . . We all enjoyed the picnic at Homer Kirkwood's camp on May 20 as a farewell to Jack Chate-lain, Bill Thomson and John McCann, who were transferred to Beaumont. We are glad to have Bradley McMaster with us, who came here from Navasota, to be supervisor of customer accounts. Homer Kirkwood has been placed in charge of credits and collections. . . . Valry Dugas of Carencro, has been confined to his bed for the past few days on account of illness. . . . "Dude" Compton recently returned to work after a two month's illness. . . . We understand that after being a grunt on the Lafayette line crew for only three days, Zachary Taylor Cart had his pick of blondes at the opening of Guidry's Night Club at Henderson. . . . Was Jack Reidy's face red when the Jennings long distance operator overheard him tell "Mike" Meisner what he usually did when operators were slow in getting his party. . . . The line crew has recently been increased by the addition of two new men. D. G. Frye who

goes
to factory



Ruth Landry leaves for Mansfield, Ohio, and Detroit. This is the trip Ruth won by virtue of her division nosing out in the first quarter range and water heater campaign. Her trip took her to the Westinghouse training school for a week, and then a few days at the Electromaster factory.

Just as soon as the editor can arrange the interview, we have a testimonial promised from Ruth to the effect that the finest tonic in the world is a good trip to see new things and new people. The finest trips are those representing a greater volume of range sales.

came to Jennings several months ago, came from the mountains of Tennessee and plays a red hot first base for the soft ball team. Melvin Garmon is a small town boy who wishes to be a hot wire lineman. . . . The irrigation business got under way with a bang this year, brought on by the very dry season we have encountered so far. Ardie Clark says that nearly all the wells that have been connected for "cow pumping" are now pumping for irrigation.



R. F. Reid
Editor

speaking of operations

NEW EMPLOYEES: Mr. George W. Fecel, R-W Agent. . . . Mr. W. J. Godsey, Estimator.

SPECIAL: Wedding bells will ring for Jerome Stokes and Miss Margaretta Murphree of Victoria on May 20. Good wishes, Jerome and Margaretta!

OUTING: The Engineering Department will hold semi-annual picnic at Baby Galvez on May 29.

TOURNAMENTS: A horse-pitching tournament is being held by the Engineering Department every afternoon at 4:15 in the Transformer Yard. Pinky Geen is leading the gang with Perry Wiggins running him a close second. . . . The tennis tournament which was started about two weeks ago by employees in the Service Building is still going on. Hopkins is leading in the singles, while Richardson and Boyd are top men in the doubles.

VACATIONS: I. S. Peveto is off on his vacation.

TRANSMISSION DEPARTMENT

NEW EMPLOYEES: Mr. C. E. Laughlin, April 22. . . . Mr. Laughlin hails from Nebraska. . . . W. A. Thomson was transferred from the Load-Dispatcher's Office at Lake Charles to the Transmission Department Office at Beaumont on May 15.

SERVICE DEPARTMENT

VACATIONS: J. H. Simpson is spending his vacation traveling. . . . L. G. Johnston is spending his vacation quietly at home.

METER DEPARTMENT

NEW EMPLOYEES: G. H. Smith was transferred from the Production Department to the Meter Department in April.

VACATIONS: J. H. Smith is spending his vacation seeing the world.

SPECIAL: Wedding bells will peal on June 4 for Ed Rollins and Loretta Smith. Here's to you both!

REQUESTS: June Stewart and Hilda Harrington desire that the following gentlemen of the Distribution and

MAY PLAIN TALKS

Transmission Offices stand an equal share in the cost of a new flower vase—presented with some flowers. The gentlemen are E. C. Sawyer, R. E. Cargill, L. F. Blankenship J. Kirby Jones and Jim Coltharp. Kick in, boys!

DISTRIBUTION DEPARTMENT

LECTURE: On May 11, Earl Sawyer, our Relay Engineer, gave a talk to the Engineers Club on the subject of "Carrier Current Relay Systems," and on the 13th Mr. Sawyer delivered the same address to the A. I. E. E. monthly assembly in Houston.

CONSTRUCTION: Ed Green's gang completed an extension of approximately one and one-half miles of rural lines along Myrtle Grove Road. This is a branch road leading off from the Evadale Road. . . . Work has been started on an extension of approximately three and one-half miles along the Evadale Road to the Williamson Settlement. This extension will be our standard 7620 volt rural construction. . . . Ted Jones' gang has been in Jasper for the past ten days rearranging part of the distribution system due to the construction of a new highway through Jasper.

ORANGE

We are glad to report that Ben Boswell is back on the job at Sabine Power Station following an extended illness.

**proud
you bet!**



During Mr. Hanlon's recent visit with us, he and Mr. Walker paused in Lake Charles to pose with Division Manager John True and Sales Superintendent Charles Colyer on occasion of Louisiana Division arriving at an average use of 1001 Kw-H. per customer per year. Mr. True holds President Walker's load building trophy which Louisiana won for March.

production news



Bob Guidry
Editor

BEAUMONT PRODUCTION DEPARTMENT

We learn from several sources that W. A. Whitten has recently completed a camp at Moss Lake. We haven't been invited over, but we do hope for a pleasant week-end some time soon. . . . W. A. White, fireman at Neches has been transferred to the load dispatchers office. . . . G. H. Smith has been transferred to the meter department. . . . M. B. Marshall is a big oil and gas man from Amelia. "The well" about 200 feet in front of his house, came in about a month ago. . . . We welcome two new employees at Neches Station, John Victor Layson and Mathias Neil Jensen. . . The Reid Tevis's have moved into their new home at 1345 Corley Street. . . . P. Bradshaw and Sammy Boleman are now in the big car class, both have recently purchased 1937 Studebakers. . . . J. C. Tucker and several maintenance men from Neches were in Liberty a few days making some improvements to the ice plant. . . . Miss Ruby Ray Ridley was off several days due to illness. . . . A. J. Reed and B. E. Linscomb are back on duty after being off due to illness. . . . Garland Strong rather suddenly started making week-end trips to Lake Charles instead of Jasper. We soon learned that "Margie" was vacationing in Louisiana. . . . Did you know that at Neches Station, the water entering the boilers is much purer than our own drinking water? Water from the city mains is run through evaporators, condensed, deaerated, and pumped into the boilers then chemicals are added to the individual boilers as a further precaution against corrosion. And here is something about river water. With both units in service the Neches river is supplying 97,650 gallons of water per minute for cooling and condensing purposes.

PROGRESS REPORT UNIT No. 3

The new warehouse has been completed. Control house foundation is fin-

candid camera visits



Ye Editor took his camera in hand and paid Jasper and Silsbee a long-overdue visit the other day with results shown above: (1) Jasper Superintendent Morrison, Electromaster Jim Elam and General Office Fred Johnson discuss range sale prospects. (2) Camera catches pretty Naomi Wiggins making up monthly Silsbee statements. (3) Grandson drops in to say hello to Granpa Jefferson at Jasper plant. (4) Ed Matthews and attic fan ventilator he built mostly from discarded material for the Morrison home. (5) "Scotty" Scott and Superintendent Ike Daniel go over Electromaster features with Electromaster Elam. D R Wakefield, aided and abetted by Scott and Daniel and other members of the Silsbee gang, is doing an outstanding job selling ranges, refrigerators and water heaters.

ished and steel work started. All pile driving is completed and concrete mat is being poured for turbine and boiler room foundation. Air blast equipment has been installed on the radiators of No. 5 and 6 transformer banks. This increases the capacity of each bank 33 1/3 percent.



G. H. Johnson
Editor

Navasota division news

Stop me if you've heard:

That on May 2, two hearts started beating as one. Ernest Emil Figari and Jessie Louise Campbell marched to Mendelssohn. After the wedding the couple honeymooned in San Antonio, Laredo, Monterrey, and Galveston. . . . That a Sales Meeting was held at the Conroe Country Club on May 14, and an enjoyable time was had by all. Other than Navasota employees, those in attendance were Messrs. Riegel, Robinson, and Braunig. . . . That all the packages and maps around Agnes Jameson's desk mean that she is taking off for Florida on June 6th. We have it from a reliable source that a bachelor friend from Florida is really going to show her around during her stay there. . . . That Ben Stagg and Geo. Johnson attended the Southwestern Farm Power Sales Conference in Dallas this month. . . . That Ruby Nelson is our new Home Economist in the Navasota Division. . . . That most everybody in Navasota enjoyed dancing to the music of George Olsen, at the gym on May 17. . . . That W. H. Gandy has recovered from a recent operation and is back at work. . . . That Dick Haddox has one of the largest automobiles (Chrysler Imperial 80) in town, but due to the large gas consumption, he makes the drag only once a week. . . . That Pat Griffith was sporting a new suit of clothes the day after the Distribution Department's big barbecue at Conroe. Come 7—Come 11. . . . That a drink across the Brazos and they all come back; hence the visit from Adams and Scott from down Louisiana way. You are always welcome fellows. . . . That Richard Wright, operator at the Conroe Plant for the past several years, has been transferred to Huntsville. . . . That S. O. (Tony) Busshart, who has worked in the Ice and Electric Department at Conroe for several years, has been inventoried and transferred by sales slip to Huntsville as storeroom keeper. . . . That Marlin Jones has been

transferred from the Ice Department at Conroe to position of operator at that plant. . . . That W. M. Sivley and Floyd Morgan have replaced Busshart and Wright of the Conroe staff. . . . That Paul Long was transferred from Huntsville to Navasota as operator. . . . That E. W. Mixon was transferred to the Louisiana Division. . . . That on Friday, May 7, a barbecue was given at the Conroe Country Club for the line and service crews. Messrs. Terrell, Reidy, and Braunig attended. Golf (African) was enjoyed by all. (Editor's Note: By all?) Several good tenor voices were discovered. . . . That Bill Earthman is the proud possessor of some new hair after a recent hair treatment. Bill still isn't married. . . . That the following item appeared in the Groveton News of April 22, 1937; "It seems that the utility men in town have become very engrossed in the pretty young ladies from Grammar School. Well the high school girls are not doing so badly themselves." After a very thorough check we find the article inspired by certain dashing romeos in a surveying crew; especially one called Tuffy. . . . That the line crews are working overtime trying to serve all the customers who are clamoring for service. These boys deserve a lot of credit for the work they are doing and in the manner in which they are accomplishing it. They work their regular hours and then when trouble or rush work comes they hop right up and "heave" to and finish the job. Safety seems to be the keynote of their work as well as efficiency. . . . That the ice season has tried unsuccessfully several times to descend on us, but Old Man Winter has been the winner of the first few rounds. However, it appears that the ice men can once more start their day with their melodious call of "Ice, Lady?" . . . That Louise Figari visited the office the other day with that enraptured look still plainly visible on her face. It looks like some Gulf States Utilities Co. stenographers are going to have to learn how to cook or at least to become Home Economists, as that certainly wows them. . . . That Vic Gayle of Somerville and Rod Honsberger of Navasota have exceeded their year's bogies on ranges and water heaters during the first five months. . . . That A. B. Wilson has sold his year's water heater bogie. . . . That in spite of adverse crop and weather conditions, the Navasota Division, as of April 30, had made 32% of its year's bogie on

major appliances. . . . That our inevitable poet has broken forth again: . . .

Roses are red and so are you,
Skeeter's whine so we do too,
Collars wilt with sweat and grime,
You guessed it boy, It's summer time.
Ah, Sweet Spring:

What was that the poet said about "in the spring a young man's fancy"? Was that love he was referring to. Love must be a funny thing as it certainly has affected some of us in the funniest ways. For instance, Rod Honsberger has been dragging around saying, "Never again. I will never take home an orchestra from a dance. Never one, but just this one." . . . It must be love, the poet said it was, and it is spring. We wonder if it is love that keeps cheerful cherub Allphin in such a sweet humor and causes the new bridegroom to pat Pete on his bald head. . . . Spring sweet spring, and every day C. W. Choate is selling refrigerators and ranges to his customers in the Shiro District and—say—that boy collects for them as well as for the current bills.

ALVIN: Alvin has had Charley Ridel's heavy crew here for nearly three weeks, during which time they moved over 200 poles where the country roads are being widened, without even a minor accident.

CALDWELL: Caldwell passed us by this time.

CALVERT: Two streets are being paved in town on a W. P. A. project. This is requiring the lowering of our mains on both of these streets. Three new employees were hired to assist in this work. We also have a new ice deliveryman, Marvin Tindall, who took Mr. Parker's place. . . . Recently the Calvert softball team was reorganized for the season. The field at the Calvert Country Club has been improved. The team has new red suits of which they are very proud. Emory Barrett is a member of this club. . . . Ann Grove, accompanied by Ruby Nelson, spent the day in this territory recently. Glad to meet you Mrs. Nelson. . . . The Palace Theatre at Kosse opened on May 13. It is under new management and has R. C. A. sound equipment.

CLEVELAND: Mr. and Mrs. A. B. Wilson, and son Arthur Dean spent the past weekend in Navasota with relatives. Mr. and Mrs. Goree Matthews also spent the past weekend in Navasota with relatives. . . . Luther Sadler has been haunting all of the lakes and

creeks around Cleveland, so there is no need for anyone to try fishing near Cleveland, because we believe he has caught all the fish that are catchable.

GROVETON: Work has started on the new \$12,000 High School Gymnasium, being erected at Groveton. The building is being constructed of native rock and logs. . . . An eight-mile 33,000 Volt transmission line has been completed to serve the Shell-Carmona Pump Station located near Carmona. . . . Four softball teams have been organized here and the season got under way on May 6, at the lighted football field. . . . The West Production Company of Houston has set up a 125 foot steel derrick near Chita, which is about ten miles south of Groveton. They are making a deep test.

HUNTSVILLE: His many friends will miss Bradley McMaster very much. We wish him success in his new job and hope he will come back to see us often. We were glad to have Messrs. Jack Reidy and C. B. Barron present at Brad's farewell picnic at Club Lake. . . . We take this means of welcoming the following new employees to Huntsville; Joe Stallcup, cashier, Tony Busshart, Ice checker and storeroom keeper, and Richard Wright, operator. Richard replaces Paul Long, who was transferred to Navasota. . . . Marcus "Duke" Andrews has reliable witnesses to prove that he really caught some fish at Elkins Lake recently. Incidentally, we found out what a master oarsman Brad was, or else he never could have followed the directions given by Pinkey and Cookie. . . . We found out on the way back from the meeting in Conroe that we really have some remarkable talent in the Huntsville District. Anyone wishing to engage a first class quintet, see Joe Stallcup, tenor Jim Cates, bass, Cookie Lee, soprano, Leroy Hardy, alto, and Duke Andrews, "Irish alto". . . . Ruth Lee is proud of the new carved nameplate on her desk which was recently given to her. Everybody is invited to come in and look it over.

(Continued on page 9)

MAY PLAIN TALKS



Mrs. Trotti
Editor

Port Arthur news

DISTRIBUTION DEPARTMENT

The work of rebuilding our No. 2 transmission line and changing it from pin type to suspension type construction is progressing satisfactorily, with all the poles set from Lakeside station to Ninth Avenue. The operation of the new hole digger and installation of the 10' poles is proving a matter of considerable interest to pedestrians as well as to the boys on the job. . . . Two new faces in the Line Department are W. M. Brueck and G. Turnipseed. Welcome! . . . Lee Hyatt tells us about a fishing hole somewhere in Louisiana, where he needs only one bait to catch all he can carry home. Who's next? . . . A. L. David, H. M. Mann and M. R. Kunitz are taking the Red Cross Instructors First Aid Course which is being sponsored by the local Red Cross. Such Ambition!

PLANT

That was G. D. Hazleton who passed around cigars to celebrate the birth of a baby girl on April 25. Father and baby seem to be doing very nicely. . . . The Plant Crew were proud of the Chairman of the Monthly Safety meeting held at the Distribution Department on May 12,—D. O. Gideon. This was a peppy meeting, and the presence of our Beaumont friends Messrs. Walker, Terrell, Braunig, Ingram and Reidy as well as local department heads, added 'color' to the meeting. A cold lunch was served by Mrs. Voyles and Miss Moore and from reports, that part of the meeting was particularly enjoyed. . . . You'll find Uehlinger in his new home at 3741 Procter Street. . . . C. Arisco has a new avocation. Painting his home. He put on the first coat some four months ago, and plans to start the second coat in August—that is if the first coat is still there.

ILLUMINATING DEPARTMENT

Cleburn Bean, of the Production Department, sold Pat Wood, his neighbor-

hood druggist on the idea of using more light in his drug store. His lighting intensity was increased from 3 to 10 foot-candles. Mr. Wood says he has had many compliments on the new installation. That's cooperation, Mr. Bean! . . . Other employees outside the Commercial Department report that they are taking advantage of every opportunity to sell the men they do business with on the idea of better lighting. . . . Wade Phillips had his tonsils removed May 15. He is back on the job—sans voice. It was really amusing to see Wade and Blackie DeCuir in one of their customary arguments, and Wade able to defend his side of the question with only gestures. Oh, but what definite gestures!

COMMERCIAL DEPARTMENT

Another new addition to the Commercial Department—Mascot Kilowatt (our little dog). . . . We are wondering why a shark wanted to chase Johnnie Long all over McFaddin Beach at the recent party held by the Port Arthur DR's. It is definitely understood that a lot of shrimps were caught on this seining party. . . . And in addition to little Kilowatt, we have another new member in this department—L. W. McClelland. And again we say Welcome! . . . Have you heard about the fishing trip "Mooch" Ingwersen and "Buck" Elkins went on last week-end—no bait, no poles, no fishing, no nothing pertaining to fishing! . . . We first thought it was the "love-Bug" that bit Paul Baker, and here we find it is the "golf-bug"—and someone told us that Golf and Love just don't mix. Anyway you can find Paul out on the course during his spare time (when he can get away from an attractive brunette) improving his stroke. And that same "golf-bug" bit Johnnie Knapp too. Wifie Jane has presented Johnnie with a pretty new golf bag, and Johnnie says it will be different next year at the Tournament. . . . Failure of the proposed GSUCo soft-ball team to materialize last spring did not lessen the enthusiasm of some of the boys. The Clayton-Thompson (Funeral Home) entry in the Industrial League has the familiar faces of P. W. "Panty Waist" Baker at third base, "Curly" Hargrove catcher, Vernon "Stoopnagle" Bodin roving short, and Sidney "Mack" Hebert at shortstop. Even though this team represents a Funeral Home don't let that mislead you as the club has won nine games and lost none to date—hav-

ing undisputed lead in league standings. . . . Sidney and Bodin are also members of Grammier's Base Ball Club entry in the Gulf Coast League—Bodin taking his turn on the mound and Sidney holding down second base. . . . Lunch was served to 150 persons at the last Department Club meeting of this fiscal club year on May 17, by Mrs. Voyles and Miss Moore. A complete electric kitchen was arranged on the platform, and Miss Viola Jones, County Home Demonstration Agent, gave a talk on "The American Home." Guests from out of town were Mrs. L. F. Riegel, Mrs. H. V. Faber, Mrs. Parker Allen, Mrs. Julius DeBouy and Miss Mary Lena Nall. Port Arthur guests, other than Department Club members, were Mrs. Thorne, Mrs. Knapp, Mrs. Gideon, Mrs. Merrill, Mrs. Naquin, Mrs. Trotti and Miss Hyacinth Eden. . . . Mrs. Voyles and Miss Moore conducted a cooking

Navasota division news

(Continued from page 7)

MADISONVILLE: Anyone having business after work hours with the following employees will find them busily engaged in working their gardens: Jimmie Odom, H. Rowe, J. L. Barrett, E. C. Parker, and R. B. Cash. This includes them all except Supt. Hereford who caught up with his farming when he was a little boy and A. R. Wilson, who was brought up on a 'drug-store-corner' and doesn't know anything about the art. . . . **Extension of Service at Madisonville:** Away back in 1928 when the transmission line was built to Midway, the people along this line began to hope for the time to come when the Madisonville distribution system could be extended along these poles to serve them. Several surveys were made but not enough revenue could be secured to justify the extension. . . . But at last it has been done. An estimate has been approved for the extension of the Madisonville distribution system five miles toward Midway. This will immediately serve twenty customers, including two filling stations, a school a church, a dairy, and a number of residences, and there are prospects of additional customers later. . . . The material is arriving and the work of building is to begin immediately.

school in the new Government Demonstration Building at Beaux Art Gardens on May 4-5. Approximately 80 women attended the school. . . . The feeling is practically unanimous—jealousy—envy—all the emotions of the Green Eyed Monster—and the cause of it all is one Hyacinth Elizabeth Eden. She is not a bit popular around the office as this is written and it is all because she is going to enjoy a trip to Navasota to see "Our" Annie—And is she happy in anticipation! We all hope for that same pleasure some day soon. While Hy and the boy friend are visting Mrs. Grove—"Frog" Handley and the Mrs. will visit the G. H. Johnsons. Now, I ask you, ain't that sumpin'?

To E. F. Minskey, we offer our sincerest sympathy in the death of his father, W. L. Minsky, at Trinity, Texas.

ACCOUNTING DEPARTMENT

Welcome and all of that to A. J. "Joe" Johansen, from Lake Charles, to the Port Arthur Office. . . . Can you imagine Thelma Caughlin being interested in clothes? Well, she is, and definitely. Plans for a near vacation to Myrtle Beach, South Carolina, call for all the fuss and bother over what to wear when. Thelma is lead-off man in the Accounting Department vacation schedule, on June 21. . . . Fred Davis and Lola Martin are about to live down the riot caused on the golf course during the tournament. However, more or less secretly though, they are still "very" good friends—as Lola saw that Fred got the largest slice of cake during a recent demonstration. Guess they are really that way! . . . Loraine Spence has been on the switchboard only about a year, so how was she to know that the person whose desk is immediately in front of the switchboard (and has been for lo! these many years) is occupied by our own Etta K. Jones. The absent-minded little girl told the fellow on the other end of the wire that "We did not have anyone working for us named Mrs. Jones." After the riot this caused in the Accounting Department, little Loraine crawled off in a corner muchly embarrassed.

NEDERLAND - PORT NECHES

Guess that Nederland-Port Neches bunch "Don't know nothing 'bout nobody" because we just can't get Frog

(Continued on page 10)

MAY PLAIN TALKS

party



Taken at Homer Kirkwood's camp Thursday afternoon, May 20th, honoring John McCann and Jack Chatelain upon their recent transfers to Beaumont. Representatives from their departments in the Louisiana Division joined together with visitors from Beaumont in wishing them Bon Voyage.

leaders

Division leaders in the All-Year Contest at the close of April were:

Louisiana: Little with 202.1.
Central: Wakefield with 197.1.
Beaumont: McCarroll with 286.4.
Navasota: Honsberger with 221.8.
Port Arthur: Dinkins with 166.8.

treasury dept. news

(Continued from page 2)

pleased to note the presence of so much amateur talent in our midst.

We feel that we are justified in making some comment on the length of time it takes Charlie Shrigley to make an audit in Huntsville and just wonder why.

Ruth Markley took a few days off for a visit with her old school mates at C. I. A. Denton.

We are very happy to have Opal Mauldin back with us after several months on the sick list. Congratulations on your complete recovery, Opal.

MAY PLAIN TALKS

108.1% of bogie

Six hundred and fifty-two major appliance sales in April gave the company 108.1 points on merchandise sales for the year. Through April a total of 1572 major appliances were sold. The year's bogie is 4,400.

The line up of divisions remained unchanged except that the Port Arthur division slipped into the cellar, and Navasota division climbed up to fourth place.

The Louisiana division boosted its average from 79.1 to 123.4 to remain in first place.

Central jumped from 72.8 to 113.8 and held on to second.

Beaumont, on Central's heels all the way, went from 72.1 to 108.4.

Navasota started with 56.0 and finished with 99.0.

Port Arthur had 64.0, finished with 96.4.

The company's average went from 68.9 to 108.1.

During the month a total of 268 ranges were sold, this figure approaching the all-time record of about 275 established in August of last year. Refrigerator sales came to 342. Water heater sales were not so hot, only 42 being added to the line.

Port Arthur division news

(Continued from page 9)

Handley to send us some news. Or is it because what he does know would not do to print? If that is it, we'd like to have it, for it might pep this column up a little. So long, folks.

FLASH! FLASH!

To Plain Talks from Port Arthur:

Mrs. Leslie (Virginia) McInnis, formerly with the Port Arthur Distribution Department for a number of years became the very proud mother of twins on May 21, 1937. The darlings have been named Judy Ann, and the young man, Jerry Dan. Mother and babies, in St. Mary's Hospital, are doing fine.

golf

tournament

The Twelfth Annual Gulf States Utilities Company Golf tournament was played at the Beaumont Country Club April 27, 28 and 29 and the one intervening day enabled the participants to rest up, get permanents for, or otherwise prepare for the grand and glorious banquet which was also at the Country Club on Saturday night, May 1, 1937.

Playing in the two-ball foursomes were 224 doughty players rolling up a more or less customary victory for Team Captain Linnehan's side. Team Captain DeBouy having had considerable experience as the losing captain, was slightly comforted in the knowledge that he won his own match.

Harry Rafferty headed the committee for registrations and Paul Masterson with the help of a few super-goodlooking girls railroaded the raffle to a fine success. Jack Orrick arranged for the dinner at the banquet and Clarence Barron and Brice Pettie lent able and willing hands toward decorations and props for the entertainment. June Carlisle, Emmie Cockrill, Mary Lilyerstrom and Sibyl Duke were in charge of the entertainment, which included a three-act floor show during the dancing intermission. At two o'clock the dance was declared officially over—but what really happened, everyone just started home then to rest up a little so they'd be fresh to start talking about what a good time they had, the very first chance they got together again!

He Believes in Signs

Two convivial friends were wending their way along Michigan Avenue about 2 P. M., in a state bordering on none of the forty-eight, when one of them stopped to gaze dazedly at a sign.

"Whatchu lookin' at?" said the other.

"That sign."

"Whazzit say?"

"Ladies Ready to Wear Clothes."

"Darn near time, if anyone was to ask me," came the reply.

surprise

Imagine Louisiana Sales Superintendent Colyer's surprise when he discovered the President's K W H Cup (which the Louisiana division has won consistently each month) in F. P. Allen's office on a recent visit. No one seemed to know how the cup which belongs rightfully in



Mr. True's office in Lake Charles, got to Beaumont. It's a mystery that may never be solved. If the above was a talking picture you'd hear Mr. Colyer warning in no uncertain terms, as he headed homeward with the cup, that it had better not happen again.

Anywhere

It was at the railroad station and a number of wives were taking their departure for the various summer resorts, summer homes, beaches, etc. One exceptionally charming young woman kissed her husband with a long lingering embrace.

"Good bye, dearie," she cooed. "Don't forget to write."

"Oh, I won't", he protested, "I'll write often."

"Do, sweetheart," continued his wife, "do—if it's only a check."

KILOWATT

Meet Kilowatt (we presume the last name is "Howl") new and beloved mascot of members of the commercial department, Port Arthur.



orchids for these

Orchids this month to Johnny Wakefield at Silsbee, Ernest Little at Sulphur and A. T. Holley of Beaumont.

If you'll peep at the figures for April you'll find that Wakefield fattened his average by a total of 46 major appliances; 19 ranges, 22 refrigerators and five water heaters.

Little followed an excellent March with a better April getting 18 ranges, 22 refrigerators and three water heaters for a total of 43.

Holley got 17 ranges, 10 refrigerators and three water heaters for a total of 30.

Wakefield moved from second to first place in the Central division as a result of his volume.

Little from third to first place in Louisiana.

Holley moved up from seventh to second.

These three men accounted for about a sixth of total April sales.



Bright Spot in Silsbee

Combining modern construction with modern lighting equipment, the Silsbee Dry Goods Company provides Silsbee shoppers with a store that would do credit to a larger city.

A smile costs nothing, but gives much. It enriches those who receive, without making poorer those who give. It takes but a moment, but the memory of it sometimes lasts forever. None is so rich or so mighty that he can get along without it, and none is so poor that he cannot be made rich by it. A smile creates happiness in the home, fosters good will in business, and is the countersign of friendship. It brings rest to the weary, cheer to the discouraged, sunshine to the sad, and is Nature's best antidote for trouble. Yet it cannot be bought, begged, borrowed or stolen, for it is something that is of no value to any one until it is given away. Some people are too tired to give you a smile. Give them one of yours, as none needs a smile so much as he who has no more to give.—Anon.

